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[New York]

[1917]

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Receipts of National Allied Relief Committee Pass the Million Mark

Average Cost of Collection about
Eleven Cents on the Dollar

A Statement
Concerning the Activities
of the
National Allied Relief Committee
since its organization in July, 1915

BY

EDWIN G. MERRILL
Chairman of the Executive Committee

JUNE 1917

National Allied Relief Committee

360 MADISON AVENUE, NEW YORK
Telephone 4980 Vanderbilt

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President: NORMAN HAPGOOD
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American Fund for French Wounded
American Committee for Armenian and Syrian Relief
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British American War Relief Fund
Committee of Mercy
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Duryea War Relief
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Fatherless Children of France
Friends of Poland
French Heroes Fund
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Secours National
Serbian Relief Committee
War Babies Cradle
Woman's Auxiliary of the Technical Committee of France

Nov. 7, 1917 AEST

THE amounts collected by the National Allied Relief Committee for foreign relief passed the million dollar mark on June 2, 1917—less than two years after the organization of the Committee and less than twenty months after the receipt of the first subscription.

The National Allied Relief Committee was organized in July, 1915, with two objects in view; first, to make known to Americans the needs of the sufferers in the Allied countries and to raise money for their relief, and, second, to endeavor to co-ordinate the activities of various Committees appealing for funds for these purposes, and to co-operate with them in every way possible.

An appeal for funds was sent out during the summer of 1915, and met with a ready response. It was immediately recognized that there was a distinct place for the National Allied Relief Committee, and one after another of the Committees working along similar lines agreed to co-operate with the National Allied Relief Committee in endeavoring to simplify relief work. There are now thirty-eight Committees which have been accepted as co-operative Committees, and it is estimated that these Committees together have been instrumental in raising some $10,000,000 for Allied Relief, exclusive of the large amount of contributions in goods and money forwarded through the War Relief Clearing House.

Originally organized by John Moffat, F. H. Allen, T. C. Glen-Coats, Norman Hapgood and Karl Davis Robinson, the National Allied Relief Committee chose as Honorary President, Charles W. Eliot, President Emeritus of Harvard University, and as President, Norman Hapgood, and steadily added to its members by interesting prominent men and women in all parts of the United States. The general direction of its affairs were placed in the hands of a representative Executive Committee in New York, and an equally representative Branch Committee in Massa-

chusetts. The officers of the Executive Committee in New York are Edwin G. Merrill, President of the Union Trust Company of N. Y., Chairman; James A. Blair, Jr., of Blair & Company, Treasurer; A. W. Kelley, for many years Vice President of the Union Trust Company, of N. Y., Secretary, and James Marwick, of Marwick, Mitchell, Peat & Co., Auditor, while John Moffat, who had been chiefly instrumental in the organization of the Committee, acts as Vice Chairman. The Hon. Moorefield Storey is acting as Honorary President of the Massachusetts Committee while the Executive Committee in Boston consists of I. Tucker Burr, Chairman, Edward M. Pickman, Secretary; Boylston A. Beal, Ralph Adams Cram, Rev. Paul Revere Frothingham, Mrs. Barrett Wendell and Hervey E. Wetzel.

The experience of the National Allied Relief Committee has shown that individuals will not respond to more than a limited number of appeals by the same Committee in the course of a year, but that appeals by separate Committees frequently bring additional contributions from the same individuals, even though the appeals may be for very similar purposes. The National Allied Relief Committee has, therefore, sent out special appeals in its own name at intervals of two or three months for whatever needs seemed most acute at the time of the appeal, and between these appeals it has utilized its lists and its office force in sending out circulars for the Committees co-operating with it, occasionally making appropriations to these Committees to defray the cost of printing and postage in connection with such appeals.

In order to secure the most effective distribution of the funds raised the National Allied Relief Committee entered into an arrangement with the War Relief Clearing House for France and Her Allies, as a result of which a larger part of the money appropriated has been turned over to the Clearing House to be expended as designated, and other money not sent to the Clearing House has been appropriated for purposes which have the approval of the War Relief Clearing House.

In addition to making appeals for money along the lines above described, the National Allied Relief Committee, at the suggestion of John Moffat, its Vice Chairman, undertook to interest various Committees working for relief in the Allied countries, in the organization of the great Allied Bazaar, which was held in New York in June, 1916. As finally organized, this Bazaar was held under the auspices of the National Allied Relief Committee, the War Relief Clearing House for France and Her Allies and the Commission for Relief in Belgium, and associated with these three organizations were practically all of the well-known Committees working in this field. This Bazaar created a widespread interest in the activities of the Committees identified with it, and out of gross cash receipts of some $657,000 approximately $485,000 was divided among the various Committees for relief purposes. The amount received by the National Allied Relief Committee as its share was a little over $117,000, but under agreement with various co-operating Committees, who had helped in the original organization of the Bazaar, about $44,000 of this was turned over to them, so that the balance remaining for the general purposes of the National Allied Relief Committee from its share of the Bazaar proceeds was about $73,000.

Encouraged by the great success of the New York Bazaar, the Boston Committee arranged a great Bazaar for Boston on similar lines for December, 1916. The expenses of this Bazaar were guaranteed by the National Allied Relief Committee, with the understanding that the entire proceeds of the Bazaar, after paying to the participating Committees their agreed percentages, should be turned over to the National Allied Relief Committee for distribution. The Boston Bazaar was an unqualified success, and out of gross receipts of $540,000, about *$460,000 was raised for relief work, of which $306,000 was turned over to the National Allied Relief Committee. Of this amount $250,000 was immediately dis-

*This figure includes only net profits on goods purchased for resale, while New York's receipts include the actual cost of goods purchased for resale, $39,029.38.

tributed in accordance with suggestions of the Boston Committee, for purposes approved by the War Relief Clearing House, and the balance remaining for the general purposes of the National Allied Relief Committee from its share of the Bazaar proceeds was about $56,000.00.

As stated above, the first contributions to the National Allied Relief Committee were received in October, 1915. On June 2, 1917, the amount of money raised directly for this Committee, as a result of its appeals and from its share in the New York and Boston Bazaars had exceeded $1,000,000. In addition to this the amount received directly by co-operating Committees in response to appeals sent out by the National Allied Relief Committee for them, was undoubtedly in excess of $150,000, although it has not been possible to secure complete reports from all of these Committees.

Of the $1,000,000 raised by the National Allied Relief Committee, about $432,000 has been expended by the War Relief Clearing House in accordance with the instructions of the Committee, and over $347,000 (including the $44,000 to other Committees referred to above) has been distributed through other channels approved by the members of the Executive Committee, or in accordance with the expressed wishes of the donors. Specific appropriations made by the National Allied Relief Committee to its co-operating Committees for the expenses of circularization have amounted to more than $15,000, which appropriations have undoubtedly produced for relief work in excess of $150,000, as stated above, so that nearly $800,000 have been appropriated by the National Allied Relief Committee directly or indirectly for the work of relief.

The actual expenses incurred by the Committee, including advertising and publicity work, other than the specific cost of stationery, postage, printing and addressing paid for our own circularization, have been a little over $26,000 for the period. The cost of sending out our own special appeals has amounted to about $58,500 while the cost of appeals for funds on behalf of the New York and Boston Bazaars, has been a little less than $28,000.

The total expenses of the National Allied Relief Committee for the two years therefore have been approximately $113,000, which represents about 11 per cent. of the amount raised. This is about the same ratio as the expense of the appeals for the co-operating Committees bears to the amounts raised by these appeals, and compares favorably with the results obtained by local charities in their appeals for aid.

The accounts of the National Allied Relief Committee have been regularly audited by Messrs. Marwick, Mitchell, Peat & Company, and carefully detailed statements of receipts and disbursements of the Committee are submitted weekly to the Executive Committee. These statements are carefully scrutinized and the work of the Committee is under the close supervision of its officers.

The balance remaining on hand except for amounts specifically designated, is available for the general purposes of the Committee. In the case of money raised by appeals for special purposes, no deduction has been made by the Committee for the expense of these appeals, but 100 per cent has been remitted for the purposes for which the money was solicited. The cost of circularization and the expenses of the Committee have been taken care of out of funds raised for the general purposes of the Committee

The most successful appeals for special purposes have been an appeal issued in March, 1916, for hospital supplies and other necessities for the soldiers wounded at Verdun, which brought in over $108,000, and an appeal which was started in December, 1916, for the rehabilitation and re-education of the maimed and crippled soldiers of France, which brought in over $102,000. A recent appeal on behalf of the dependents of the Highland Regiments of Scotland has brought in more than $60,000. A widespread appeal is now being made on behalf of the sufferers in the devastated region of France recently evacuated by the Germans, and it is hoped that a large amount will be contributed for their relief.

The increased activity of the American Red Cross and its compre-

hensive plans for raising a very large amount of money and perfecting its organization for the distribution of this money will probably have some effect upon the receipts of the National Allied Relief Committee and its co-operating Committees in the coming months. The officers of the National Allied Relief Committee welcome this activity on behalf of the Red Cross, as making possible far larger measures of relief than these separate Committees have been able to provide during the past two years, and they have indicated to the Committee on Co-ordination recently appointed by the Red Cross War Council, their desire to co-operate in every way possible with the Red Cross. It is hoped that this may be brought about in such a way as not to sacrifice the loyal and zealous service of the people who have helped to build up this large group of co-operative Committees. The experience of these Committees has been such as to lead those interested to believe that after the great initial fund contemplated by the Red Cross is raised, larger sums of money for the continuing work of relief are likely to be raised by keeping the well-organized individual Committees working as at present, than by concentrating everything under the Red Cross. It is, therefore, hoped that some plan may be adopted which will retain all the advantages and do away with such disadvantages as may exist under the present methods of raising money for foreign relief—methods which have enabled the generous sympathizers with the Allied Cause to carry America's help to the victims of Prussian barbarism during the period of America's "neutrality."

On behalf of the members of the National Allied Relief Committee I am glad to take this opportunity to thank the many people all over the United States who have helped by their unselfish service and by their generous gifts to bring about these results and to ask for their co-operation in raising more millions for the relief of the sufferers in the Allied Countries.

EDWIN G. MERRILL,
Chairman.

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TITLE